ABSTRACT

A content playback method that is capable of preventing diversion and outflow of users' personal information, reliably protecting privacy and detecting and playing back content in accordance with users' needs. With this method, data including content is delivered from a data transmission server (10) of a content providing system (S2). This data is received at content playback terminals (41)-(43). The content playback terminals (41)-(43) store history information of detecting content, extract search information according to the users search characteristics from the history information (S7), preferentially select new content corresponding to the search information and plays back the new content (S9).